

TABLE OF CONTENT

LEGALIZATION	ii
APPROVAL PAGE.....	iii
PREFACE.....	iv
ACKNOWLEDGMENT.....	v
BIOGRAPHY	vii
MOTTO	viii
ABSTRACT.....	ix
ABSTRAK.....	x
TABLE OF CONTENT.....	xi
CHAPTER 1	1
INTRODUCTION	1
A. Research Background.....	1
B. Research Problem.....	4
C. Research Purposes.....	4
D. Research Signifinances.....	4
E. Definition of Key Terms.....	5
a) Semiotics.....	5
b) Triadic Relation.....	5
c) Symbol.....	5
d) Advertisement.....	5
e) Tagline.....	5
f) Nike.....	5
F. Previous Study	6
CHAPTER II.....	8
THEORETICAL FOUNDATION	8

A. Semiotics.....	8
a) Charles Sanders Peirce’s Theory	10
b) Triadic Relation Process of Charles Sander Peirce.....	16
B. Advertisement.....	20
C. Tagline.....	23
D. Nike.....	24
 CHAPTER III	 26
RESEARCH METHOD.....	26
A. Research Design.....	26
B. Sample Data.....	26
C. Source Data.....	28
D. The Technique of Collecting Data.....	28
E. The Technique of Analyzing Data.....	29
F. Schedule of The Research.....	30
 CHAPTER IV	 32
FINDINGS AND DISCUSSION.....	32
A. The Process of Semiosis in each Nike ad is Based on a Semiotic Analysis of Triadic Theory	33
B. The Symbol and Tagline (Slogan) Mean in the Nike Advertisements.....	80
 CHAPTER V.....	 94
CONCLUSIONS.....	94
A. Conclusions.....	94
B. Suggestions	95
 REFERENCES.....	 96